



A Work Project, presented as part of the requirements for the Award of a Masters Degree in Management from the Faculdade de Economia da Universidade Nova de Lisboa

Will men in Portugal Wear Make-up in The Future?

Mariana Sá Lima

mst15000324

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Professor Catherine da Silveira
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Work Project – Mariana Sá Lima

1 - ABSTRACT

This work project aims to:

- 1) Explore whether men in Portugal will wear make up in the future;
- 2) Analyze changes in male grooming from the beginning of the 1900's until the present time.
- 3) Analyze how cosmetic brands are branding to men.

In order to be able to answer the questions above, secondary data was collected in the form of consumer studies and research, newspaper articles and other literary material. Since this market is still in a developing stage. It was very difficult to obtain academic papers on the subject of male make up. Then, in order to obtain primary data, it was therefore essential to conduct exploratory research. This research is the essence of the work project as it enabled me to have a privileged and detailed outlook on male attitudes towards make-up and grooming products in general, regarding the Portuguese market. In order to do this, I carried out in depth interviews as part of my exploratory research and concluded that although men in Portugal have gone a long way in the grooming process, especially in the last few years they are still very negative towards the idea of wearing make-up.

Considering this, cosmetic companies should therefore be alert to this potential market and analyze it thoroughly before introducing male make-up products in the Portuguese market.

Keywords:

Male Consumption; Branding; Qualitative Research; Grooming; Cosmetics; Make-up

Work Project – Mariana Sá Lima

INDEX

1 – Project’s Purpose: general overview	3
2 - Context	4
2.1 Men and grooming: From the 19 th Century until the modern era.....	4
2.2 How Cosmetic companies are branding to men	7
3 – Market Overview	10
3.1 The Male Grooming Market.....	10
3.2 A Portuguese Overview.....	12
4 – Primary Research	12
4.1 Methodology	12
4.1.1 Research Problem	12
4.1.2 Research Design and Sample	12
4.1.3 Segmentation of Sample.....	13
4.2 Main Results.....	13
4.2.1 New Habits	13
4.2.2 The Influence of Partners	14
4.2.3 Who Shops.....	15
4.2.4 Functionality	16
4.2.5 Area of more dedication	16
4.2.6 Hair.....	17
4.2.7 Make-up.....	17
4.2.8 What Women want.....	18
5- Conclusions	18
6- Limitations	20
7- References	21
8 - Appendices	22

Work Project – Mariana Sá Lima

1- PROJECT'S PURPOSE: general overview

The aim of this project is to analyze whether men in Portugal will wear make-up in the future. This study will be conducted through the analysis of the male grooming market, looking at the changing male behavior and also by capturing male attitudes and behaviors through qualitative research. The final objective is to assess opportunities in the male grooming market.

The idea of investigating this subject came as a consequence of my participation in the L'Oreal Brandstorm competition where the challenge was to create a cosmetic line for men for the brand Diesel. One of the dilemmas faced by my group was whether or not to include make-up in the grooming line for men. The brand Diesel is very open minded, eccentric and innovative and therefore there could be an opportunity to cross the border towards make-up. Nevertheless we were still not sure if men would accept and embrace such products or if we would be stepping into dangerous territory.

The access to privileged market research information gave me more insight into the male cosmetic market. At the same time, I observed that although many cosmetic brands for men already offer items such as tinted dark circle concealer or anti shine blush, the industry does not seem to have evolved much in terms of make-up for men. Bearing this in mind I found it challenging to look deeper into men's attitudes and behaviors towards make-up in order to find out the following: **“Will men in Portugal wear make-up in the future?”**.

Even though, the topic of male cosmetics is present in some academic research, only a few studies are available especially regarding the topic of make-up exclusively designed for men. Although at first this may seem a superficial theme, it is of extreme

Work Project – Mariana Sá Lima

importance to marketers and to personal care brands who's interest lies in finding out how far the male consumer is willing to go in his grooming routine. Other important issues include which products are already being used by men and how they feel about them. Finally, there is the need to understand if make-up is the next big thing in cosmetic lines for men, in order to understand whether this can represent an area to be explored further on by marketers and cosmetic companies.

It is important to point out that many men already wear make-up for several motives. Performing arts such as theatre, cinema and music are some of the reasons that lead men to wear make-up to play a specific part or to fulfill a particular purpose such as to give intensity and drama to the look. The purpose of this project though, is to find out if men already use or are willing to use make-up designed exclusively for them on a daily basis.

2 – CONTEXT

2.1 Men and grooming: From the 19th Century until the modern era

In the 20th Century men have continued to enhance their appearance through the act of shaving. This action became even more popular in 1901 after the appearance of a revolutionary safety razor with disposable blades, an idea patented by King Camp Gillette.

In the 1910's and with the aim of looking more healthy and attractive, men started to sun bathe. This way of showing health was in the past an indicator of outside work, probably manual. The act of sun bathing represented a complete turnaround from the Victorian era, when any form of healthy brown glow would instantly relegate the

Work Project – Mariana Sá Lima

individual to lower castes of the society. A vast range of suntan oils that put emphasis on getting burnt as quickly as possible became available especially in resorts such as Biarritz in France. At the same time, a boom in men's hair products was observed. In the twenties the 'plastered-down' hairdo was the fashion modelled by the movie star Rudolph Valentino. Anzora, a brilliantine-type product, was one of the many novelties on the market. Given the huge success of these kind of products, the Birmingham county chemical company launched another hair cream for British men in 1928, which allowed them to follow the hairstyle trend of the time. Originally known as Elite-Hairdressing, it was a combination of brilliantine and cream and was renamed Brylcreem.

Although, some grooming products for men were already available in the market, their personal care routine was still very rudimentary. Even the basics such as deodorants were non-existent.

It was in the 1960's that fragrances began to be publicized, however the ones available for men were always referred to as after-shave, to give them more masculine connotations. A decade later in the 1970's, the use of fragrance and grooming products by men became more acceptable and also the way of publicizing them. In the early 1980's when punk fashion became popular, make-up became a common element for both genders grooming routines. Influences from androgynous artists such as Boy George and Blitz Kids were the propellers of make-up, increasing make-up's visibility during this time. *"The message finally sunk in that it was acceptable for straight men to take and active interest in looking after their skin."* (Hayward, Dunn, 2001). Given this, in the beginning of the 90's, men's grooming industry saw its sales doubling their volume, a trend that remains in our days. *"Today there are products designed to tackle*

Work Project – Mariana Sá Lima

almost every male concern, from anti-aging moisturiser to abdomen-firming cream.”
(Tungate, 2008).

In 1994 a British journalist Mark Simpson fathered the term Metrosexual¹. According to Simpson the typical metrosexual is a young man with money to spend, living in or within easy reach of a metropolis – because that’s where all the best shops, clubs, gyms and hairdressers are. He might be officially gay, straight or bisexual, but this is utterly immaterial because he has clearly taken himself as his own love object and pleasure as his sexual preference. Particular professions, such as modelling, waiting tables, media, pop music and, nowadays, sport, seem to attract them. However, truth be told, like male vanity products and herpes, they are pretty much everywhere¹. The increase usage of the term metrosexual can be in part seen as a result of women’s emancipation, which happened around the 1990’s. *“As women have gained more power, including the power to stay single, they no longer have to put up with the standard issue male. And that gives men who want to land a woman more incentive to rethink themselves and shape up.”* (Salzman, Matathia, O’Reilly, 2005). Women have undoubtedly been one of the triggers in the growth of metrosexuality and also the popularity of more effeminate role models such as Leonardo DiCaprio, Brad Pitt and Toby Maguire². After a lifetime of machismo, men started to get in touch with their feminine side, learning how to cook, talking about their feelings, taking care of themselves, summing up, they were redefining the masculine ideal. This was, however, not well received by many men who associated the term metrosexual with homosexuality originating a pejorative image. Nevertheless, some public figures such as

¹ <http://www.marksimpson.com/simpsonisms/>

² For more information see Appendix 2 – Figures 1 to 3

Work Project – Mariana Sá Lima

Justin Timberlake and Sean Combs³ adopted this “metrosexual label” with pride. *“Never slaves to fashion or victims of their public image, these men simply understood the power of the images they were projecting and they knew how to play the game.”* (Flocker, 2003)

According to Pellegrin (2009) it was the media who created this ideal of metrosexuality and, therefore, one depends on the other, most of the times. *“The male body was the last frontier and it’s now being thoroughly explored and mapped.”* Cosmetic Companies were happy and eager to explore this new frontier of male grooming by creating extensive personal care product lines to cater for these new men’s needs.

Brands such as Taxi London and Jean Paul Gaultier amongst many others created make-up lines exclusively for men where bronzing powder, eyeliner and mascara were included⁴. Stars such as Johnny Depp in the pirates of the Caribbean, Jared Leto and Tokio Hotel⁵ are nowadays some of the influences regarding make-up usage, influencing the mainstream’s grooming routine just like David Bowie and Boy George had done some decades before.

2.2 How Cosmetic Companies are branding to men

According to Tungate (2008) although there has been a huge influence of the media and gay men as well as straight male icons such as David Beckham in making men slightly more worried about their looks, the fact is that men think in a distinct way as to women. This is also true regarding the way marketing campaigns can be done. A lot of marketing actions are based around the attraction benefit but women look for other

³ For more information see Appendix 2 – Figures 4 and 5

⁴ Product-lines available in Appendix 3

⁵ For more information see Appendix 2 – Figures 6 to 8

Work Project – Mariana Sá Lima

things in a man, things such as financial stability, emotional strength, loyalty, security and a good sense of humor not only physical appearance. So how are companies attempting to market personal care products at men more successfully?

First of all, by “*positioning grooming products as tools – or even medicines – is the most common method of promoting personal care to men*” (Tungate, 2008). Some brands such as the Swiss Brand Task Essential use an approach where products are marketed in a highly functional way. The only way of leading a man to purchase a personal care product is by having some kind of function associated to it, meaning that the product must be directed towards the treatment of a specific condition, otherwise they see no point in acquiring such a product. Stressing functionality and using the language of sports and science is therefore one of the routes personal care brands take into winning new male customers.

Another cosmetic brand called LabSeries Skincare for Men uses scientific language to assure its male customers that a team of skin care specialists and scientists have been working on the best formulas for keeping skin looking healthy. “*Colors of packaging are either primary and assertive or soothing and neutral, like a laboratory.*” (Tungate, 2008).

However, the acceptance towards metrosexuality has been increasing for the past few years, there has been, according to a study entitled “*Men 2006*”⁶, a recent revival of the die-hard masculinity prerogatives which may be explained as a back clash against the rise of this trend, empowered by cosmetic companies and the media. In this study men are looking for success, competition, excitement, leadership, strength and performance and therefore grooming products need to be able to contain these qualities

⁶ Men 2006: Enriched Virility: Cooler, better, stronger, healthier, RISK International-Brandstorm pack

Work Project – Mariana Sá Lima

in them in order to be successful. In order to make male consumers feel more at ease when buying a product the use of products and brand names that sound professional and scientific is needed. The language used in the packaging and the actual name of the brand must then be simple and straight to the point, as is the case of Task Essential and other lines such as Clinique Skin Supplies which connect the product or the brand to masculine domains, such as physical strength and war.

Another way personal care brands have been found to seduce men is by using women as a play on male fantasies which is precisely the strategy followed by the Axe brand. When launching Axe shower gel in 2004, Unilever found out that the underlying perception about shower gel was that it was slightly effeminate. Axe then found a way of linking its new product to their promise which is 'power of attraction'. After conducting a market research Axe found out that men had many types of showers, the shower after sports, the shower before going out at night and more interestingly the shower after doing something that they felt slightly guilty about. With this in mind Axe decided to come up with the tag line 'Axe shower gel keeps filthy boys looking squeaky clean'. This tag line demonstrates that the product is able to remove the filth resulting from the man's 'naughty behavior' with the opposite sex. Lastly, it gave the brand the freedom to communicate in a way that is true to its DNA. Emotional, humorous, masculine and rooted in fantasy⁷.

Using authentic role models was a strategy adopted in January 1997 when Lancôme hired the Hollywood actor Clive Owen to be the face of their new male personal care line⁸. Lancôme claimed that its “‘*clinical research*’ among males aged from 19 to 70 proved that men were concerned about dehydrated skin due to shaving, as well as loss

⁷ Axe case study, 2004, How dirty boys get clean - silver effie awards – effie worldwide: www.effie.org

⁸ To see the campaign go to Appendix 4

Work Project – Mariana Sá Lima

of skin firmness as they grew older. Men also worried about bags under their eyes, pores and age spots “ (Tungate,2008).

Further studies enabled researchers to find other interesting conclusions regarding men consumption and purchasing habits. “*In a report called The Lost Male Shoppers, America’s Research Group revealed that men were deserting department stores in their droves, particularly during the key Christmas period.*” (Tungate,M,2008). Some stores tried to put a stop to this trend. A strategy adopted by the Parisian BHV⁵ which offers a whole array of DIY equipment, was to buy a nearby warehouse where a male fashion and grooming store called *BHV homme* was strategically built. Concentrating an array of male oriented objects in a single space makes the male shopping experience easier and more profitable.

3- MARKET OVERVIEW

3.1 The Male Grooming Market

Although Male personal care has shown significant growth in the past few years it is a far smaller sector than the beauty industry would like it to be. In 2005, a Datamonitor market research predicted that sales of grooming products for men in Europe and the United States would grow from US\$31.6 billion in 2003 to nearly US\$40 billion in 2010 (Tungate, 2008). In a 2006 report Mintel said: “*men’s toiletries have failed to achieve the explosive growth anticipated since the late 1980’s*”. In fact men were still not ready to enter in this new world, where they were supposed to use a huge variety of products as part of their grooming routine. The reality was that this

5 *Bazaar de l’Hôtel de Ville*

Work Project – Mariana Sá Lima

process ended up taking much longer than expected, meaning that men are still not in the same level as women when it comes to invest in the beauty industry⁹.

On the other hand Euromonitor claims that the total UK market for men's grooming products – including fragrances and basics like soaps and shampoo-rose by 33.2% between 2001 and 2006 (Tungate, 2008). Fragrances are the biggest share of the UK cosmetic market with 37.4% share in 2006. Although, a Niesel study on personal care showed, in 2007, that the top global growth category is skin, which means products in this category have the potential to become market leaders.

French giant L'Oreal is one of the growing number of beauty companies convinced by the potential of the male sector. It markets a range of skincare products under the L'Oreal Paris Men Expert label which embraces everything from skin renovating washes to hydro-energetic bronzer. Clarins also has a range for men, featuring moisturizing lotions as well as fake tan and hand care treatment. Estée Lauder was a pioneer in this sector, creating the Clinique Skin Supplies for Men range in 1976, and the Aramis LabSeries line ten years later. One of Clinique's most forward thinking products was 'M Cover'- a 'natural-look cover for dark circles and blemishes' (Tungate, 2008).

In 2005 The top brands in the selective skincare market for men were in first position Biotherm followed by Clinique and Clarins all of which have adopted functional products with a scientific appeal. In 2008, the same brands were still in the top selling brands¹⁰.

3.2 A Portuguese Overview

⁹ Men's toiletries UK, March 2006

¹⁰ Table "Western European Selective Skin Care", 2008 – L'Oreal Brandstorm pack – Appendix 5

Work Project – Mariana Sá Lima

With some of the strategies mentioned above in mind and benefiting from both the gay and the media influence the male cosmetic industry has been in constant growth. According to a 2007 study conducted by Ac Nielsen on health, beauty and personal grooming, consumers in Portugal were one of the three top markets where consumers felt the most pressure to look their best all the time (79%). In the same study, four in five consumers agreed that, today, men are more interested in personal grooming than they used to be, with 94% of the Portuguese respondents agreeing upon this point. Also, 85% of Portuguese make most effort to look stylish at all times because it makes them feel better about themselves.

4 – PRIMARY RESEARCH

4.1 Methodology

4.1.1 Research Problem

In this project, the research problem is: **“To assess if Portuguese men will wear make up in the future”**.

4.1.2 Research design and Sample

In this project Secondary data such as the one contained in the L’Oreal Brandstorm resource pack was used. In addition to the secondary data analysis presented above, a primary research was conducted in the form of ten In-depth semi-structured interviews.

4.1.3 Segmentation of sample

Segment 1 - Demographics

Work Project – Mariana Sá Lima

Portuguese Male between the ages of 18 and 34. The reasons for this criteria were due to the fact that this age group is freer to experiment with appearance, having no reservations when it comes to the usage of male beauty products.

To analyze the 18-34 year old male Portuguese segment, Qualitative Analysis applying an *exploratory* research was carried out applying the direct method through 10 in-depth interviews. All interviews lasted approximately 45 minutes and were recorded with due permission. This method allowed me to collect verbal and non-verbal information.

The interviewees were selected using the following filters:

- All respondents must be male,
- Respondents must be between the ages of 18-34,
- Respondents must use at least one of these scented products daily (perfume, deodorants, after-shave),
- Respondents must have used at least on these products in the last few months¹¹.

The quotas followed were: 100% male respondents between the ages of 18-34.

4.2 Main Results

4.2.1 New Habits

The research has enabled me to realize that certain products have definitely become part of the male grooming routine. Facial Moisturizers are one of the products used by all the interviewees.

¹¹ See Interview Guide Appendix 1

Work Project – Mariana Sá Lima

Body and facial exfoliators have also become part of the male grooming routine. Interviewees adopted these types of products for very functional reasons. Facial exfoliator, for instance, is mostly used on the day they shave in order to improve the shaving process and also to prevent ingrown hairs from appearing. In terms of body the main reasoning behind the use of this product is to remove black heads and pimples especially in the back.

Regarding hair treatment, all the interviewees also alternate between shampoos. There was no development on why this took place but all of the interviewed switched between two or even three shampoos, at the same time.

4.2.2 The influence of Partners

“I believe 80% or 90% of what men buy in terms of personal care is influenced by women”(23 y-o, management student, Lisbon).

All interviewees mentioned the influence of a present or ex-girlfriend in their grooming routines. *“Before I had a girlfriend you could say I was a cave man”* (21 y-o, management student, Lisbon), *“I did not use exfoliator because I am afraid to try new things but I had a girlfriend that was all for male grooming and that men should take the same care as women do about their own appearance.”* (32 y-o, entrepreneur, Porto). Some of the interviewees claimed that most of their grooming decisions were influenced by their girlfriends and most of them claimed to have tried new things due to the insistence of their partners. Presents offered by partners are also one of the reasons for some of the respondents to have started using certain personal care products. Some of the products used by influence of girlfriends are exfoliators, hand cream and wax strips or tweezers for eliminating hair between the eyebrows or between the beard and

Work Project – Mariana Sá Lima

eyes. *“It is very natural that my girlfriend wants to take my black heads. And she even waxes my eyebrows and the hairs between the beard and the eyes. She gives a lot of importance to that. She is already telling me that I have the unibrow and that I have to wax. She also hates it that I do not like to use sun protection .Now when I go on vacation she obsesses and puts sun protection 30 on my skin.”* (28 y-o, designer, Porto).

Most interviewees claimed that if their partners insisted or believed that a product would make you look good then they would use it, even if the products were already in the make-up realm such as dark circle concealer. *“If my girlfriend said I looked awful with dark circles then maybe I would use it.”* (23 y-o, management student, Lisbon).

According to the research, men invest in grooming not for their own sense of wellbeing but because of external influences, which seems to open men’s horizons to different kinds of grooming products they did not know of or had never tried before. Therefore it may be true to assert that when men go out shopping with their girlfriends they will tend to buy more grooming products and products that are more modern and forwards thinking then if they go on their own.

4.2.3 Who Shops

Most of the respondents buy grooming products themselves. Even respondents who live with their families still have a say on the products they want for themselves. Partners often give personal care gifts although this only happens occasionally. In most occasions interviewees continue to buy the same product given to them by their partners after finishing the first one. *“My girlfriend bought me a body scrub from body shop and since then I always buy the same one. I got used to it.”* (23 y-o, management student, Lisbon).

Work Project – Mariana Sá Lima

4.2.4 Functionality

Most of the interviewees used products with a specific function: moisturizers to keep skin from going dry, exfoliators to prevent ingrown hairs, black heads and pimples. Products such as the Ab Enhancer did not get a positive response as its promise did not seem believable to its respondents. Also, products that simply offer to hide or disguise imperfections such as the bronzing powder or the dark circle eye concealer are seen as superficial and useless. In that sense the eyeliner seems completely out of the question as it only offers to intensify the look in a fake and over the top way.

4.2.5 Area of most dedication

Nearly all respondents use more than one facial grooming product as this is the area where more maintenance is required. Due to the shaving process skin becomes very sensitive so special care needs to be paid to this area. Almost all respondents claimed that shaving is a hassle and that they would do anything to delay the act of shaving. *“If there was a pill you could take to stop the beard from growing I would definitely take it”* (32 y-o, entrepreneur, Porto). Cuts, in-grown hairs and irritated skin are the biggest issues found in shaving.

As the face is more sensitive, respondents seem to be more willing to spend money on that. This may explain the growth in the facial skin treatment category detected by the Nielsen study mentioned previously. In terms of body, men tend to spend very little money on moisturizers and exfoliators.

4.2.6 Hair

In terms of hair most of the interviewees only use shampoo, some of them wear

Work Project – Mariana Sá Lima

conditioner but none of them use styling products. This is slightly contradictory to Nielsen's personal grooming study which claimed that two thirds of world's consumers would focus on hair maintenance to enhance their looks.

4.2.7 Make-Up

All the respondents were very averse to make-up. When describing their daily grooming routines none of them included any form of male make-up in the process. When these products were shown all of the respondents claimed they hated make-up and that they would never use make-up in their lives. *"I would never use this. Eyeliner? Never."* (21 y-o, management student, Lisbon), *"I feel that it takes my masculinity"* (23 y-o, management student, Lisbon), *"Bronzing powders and eyeliners no way, never in my life"* (28 y-o, designer, Porto).

In most cases there was even a physical response when interviewees were shown bronzing powder and eyeliner. Respondents would push themselves away from the table, look away and laugh. In nearly all of the cases there was a high level of discomfort and restlessness when approached about make-up. *"Make up is crossing a boundary"* (32 y-o, entrepreneur, Porto), *"you are going into a grey area"* (21 y-o, management student, Lisbon).

Nevertheless, when the tinted dark circle concealer was shown to respondents they felt slightly uneasy but stated some conditions where they could use the product. One of the reasons was if their girlfriend insisted, the other reason was that maybe in a few years when you begin to lose some skin qualities and when dark circles become very evident and unattractive, *"It is not because it would make me less of a man but I am not at that age where I need to hide my imperfections but maybe later in life when I already*

Work Project – Mariana Sá Lima

find the need to disguise certain things about my face and if my image is one of my main assets then yes I will use this” (26 y-o, marketer, Lisbon). If no one noticed they were wearing it or if they actually had very defined dark circles they would not feel ashamed towards using it.

4.2.8 What Women want

Respondents had mixed opinions about what women found the most important in male grooming. Most men thought being hydrated was the most important. *“Men that use moisturizer so that the face won’t be dry. Touch is really important and so when women feel a man’s dry hands they do not like it.” (23 y-o, management student, Lisbon). Others felt women strongly disliked black heads and pimples. Nearly all men agreed that smelling nice was very important. Others were confused regarding what women wanted in terms of grooming from men “I know all sorts of women. My first girlfriend loved that men wore foundation, eyeliner, mascara. My cousin always says that a real man should be natural. I have a friend that loves men that wax their eyebrows” (23 y-o, management student, Lisbon).*

5 – CONCLUSIONS

Although men in Portugal have adopted a more complex grooming routine where exfoliators and moisturizers have become essential, they are still very skeptical about products that do not offer any functionality such as make-up. In the case of dark circle concealers, respondents still show some openness in accepting the use of such a product as dark circles are a feature in many people’s complexions, therefore it is easier to relate

Work Project – Mariana Sá Lima

to a problem of low self esteem derived from that “look”. Only in this case do respondents feel it can be acceptable to use a specific product that can solve this problem. In terms of bronzing powders and eyeliners, two common products in any make-up portfolio, respondents are absolutely reluctant regarding their usage. Another important conclusion is that partners are a main trigger and influencer in personal grooming male habits. According to a study in China men whose wives shop for them show more traditional views than men who shop for themselves¹². In Portugal this seems to be the opposite. Partners tend to have less conservative opinions on grooming and encourage their other halves to be more open minded in relation to their product choice when it comes to taking care of themselves.

With the research it was easy to conclude that there are only certain products that are seen as men as being acceptable when it comes to male grooming. Furthermore, and given that it is highly difficult to change one’s beliefs, marketers should seek to target either men by providing products with functional benefits sought by them rather than providing products that merely aim to disguise imperfections. Another target that can be taken into account by cosmetic companies is women, since it was found that they have an important role not only in shopping but also in influencing male decisions regarding their personal care.

6 – LIMITATIONS

One of the challenges faced in this work project was to find relevant information about the male personal care industry and more precisely, the male make-up industry.

¹² “*Men: Beauty, Brawn or both?*”, 2009 – L’Oreal Brandstorm pack, In:fact

Work Project – Mariana Sá Lima

In terms of academic papers there is hardly any material that could give me a strong framework in which to work with. Nevertheless I believe this study has given me some very important insight on the male make-up theme which I could not have found anywhere else.

In terms of secondary research, I used other European examples as a benchmark for the Portuguese case, since there is a lack of relevant information regarding the cosmetic market in Portugal.

The number of interviewees was also a limitation in this project given that many men between the ages of 18-34 did not fulfill certain quotas.

Information on market research that was once available in some internet sources has become increasingly hard to find and has also become very expensive to download. Unfortunately other sources of market information tend to be out of date.

Work Project – Mariana Sá Lima

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7 – APPENDIX

1. Qualitative Research	26
Interview Guide.....	26
2.Illustrative Images of Men.....	32
3.Male Make-Up Product Lines	34
Taxi London	34
Jean Paul Gaultier Monsieur	35
4.Campaign for Lâncome starring Clive Owen	35
5.Table 1 - “Western European Selective Skin Care”	36

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1. Qualitative Research

a. Interview Guides

1. Recruitment Filters

- Filter 1: Respondent must be a male
- Filter 2: Respondent must have between 18 and 34 years old
- Filter 3: Respondent must use at least one of these scented products daily (perfume, deodorant, after-shave.)
- Filter 4: Respondent must have used at least one of these products in the last few months (See appendix 1)

2. Guiding Principles

Warm up: Good Morning/Evening, I am currently conducting a study for my Work Project in marketing we are conducting a study about Male Personal Care. We will not ask you specific questions about the subject as in a standard questionnaire. This means that after the first question that I will introduce you now, you will be free to tell me whatever comes to your mind on the subject, there are no right or wrong answers. If you don't mind, I will record the interview. This interview will last approximately 45 minutes. So my question is the following:

3. Questions

Question 1: Would you mind describing me your personal care routine in detail and everything that comes to mind on that subject?

Topics to be developed:

Consumer Behavior

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- Which type of care do you have with yourself (shave, after-shave, moisturizer, deodorant, fragrance, hair wax, self-tanner, make-up, concealer)
- Usage frequency
- Who buys the products?
- Factors influencing the choice of products (price, girlfriend/mother's opinion, magazines, cinema, television). Why?
- Why do you choose certain products over others: socially unacceptable versus acceptable products.
- Are you influenced by the media when choosing a product?
- Do you feel pressure to look good at all times
- Are male consumers willing to use makeup if it is not visible?
- Are male consumers are willing to wear makeup if it helps them to succeed with ladies or in the work place?

Shaving

- How do you normally shave?
- Frequency
- Blade or machine
- Care before and after shaving

Cabelo

- How do you normally use your hair?
- Frequency with which you wash your hair
- Barber or Saloon
- Care that you have with your hair

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Body

- Care with your body (waxing, moisturizing)

Face

- Facial Care (moisturizing, exfoliator, self-tanning)

Question 2: Would you mind describing me what you think women consider important in a male personal care routine?

Question 3: I would like to hear your opinion about the following products. (See appendix 2)

I really appreciate your collaboration on this project!

Respondent Profile

- Age
- Gender
- Occupation
- Education
- Area of Residence

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Appendix 1

Facial Wash	<input type="checkbox"/>	Body Self Tanning	<input type="checkbox"/>
Facial Moisturizer	<input type="checkbox"/>	Facial Exfoliator	<input type="checkbox"/>
Body Moisturizer	<input type="checkbox"/>	Body Exfoliator	<input type="checkbox"/>
	<input type="checkbox"/>	Dark Circle	<input type="checkbox"/>
Lip Balm	<input type="checkbox"/>	Concealer	<input type="checkbox"/>
	<input type="checkbox"/>	Foundation	<input type="checkbox"/>
	<input type="checkbox"/>	Anti Shine powder	<input type="checkbox"/>
Shaving Lotion	<input type="checkbox"/>	Bronzing powder	<input type="checkbox"/>
Hand Cream	<input type="checkbox"/>	Eye liner	<input type="checkbox"/>
Eye Cream	<input type="checkbox"/>	Mascara	<input type="checkbox"/>
Anti Wrinkle Cream	<input type="checkbox"/>	Hair Colouring	<input type="checkbox"/>
Ab Toner	<input type="checkbox"/>		<input type="checkbox"/>
Facial Self Tanning	<input type="checkbox"/>		<input type="checkbox"/>
Soap	<input type="checkbox"/>		<input type="checkbox"/>
Cleansing Towelletes	<input type="checkbox"/>		<input type="checkbox"/>
Moisturizing	<input type="checkbox"/>		<input type="checkbox"/>
Towelletes	<input type="checkbox"/>		<input type="checkbox"/>
Self Tannin	<input type="checkbox"/>		<input type="checkbox"/>
Towelletes	<input type="checkbox"/>		<input type="checkbox"/>
Shower Gel	<input type="checkbox"/>		<input type="checkbox"/>

Appendix 2

1. Ab Rescue Body Sculpting Gel



2. Eye Gel Mask



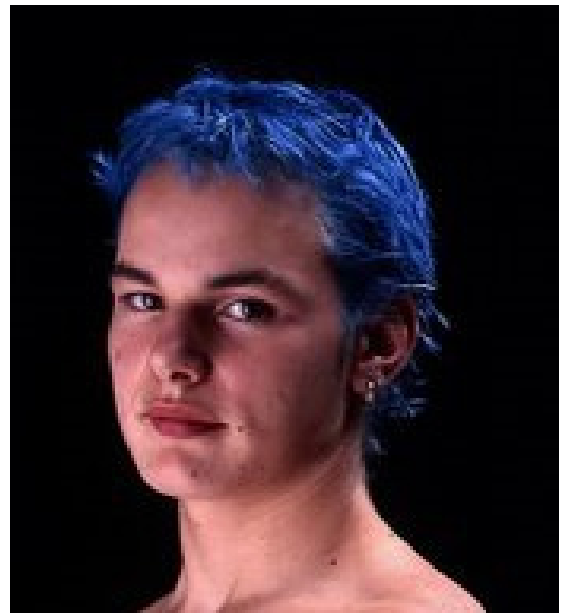
3. Eye Concealer



4. Styptic Matchsticks



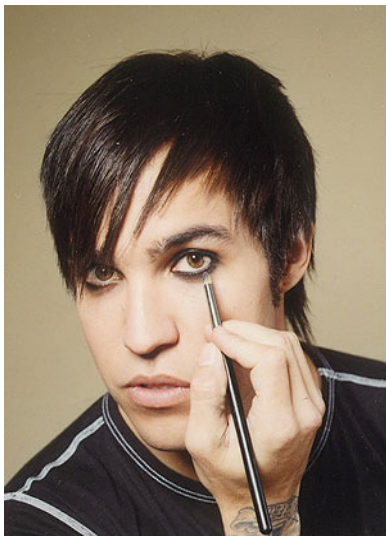
5. Colored Hair Wax



6. Bronzing powder



7. Eye Liner

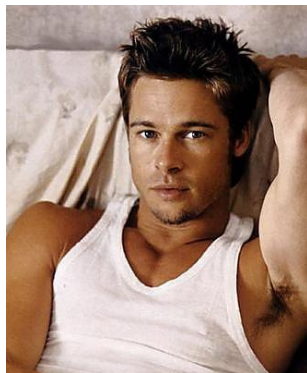


2. Illustrative images of men

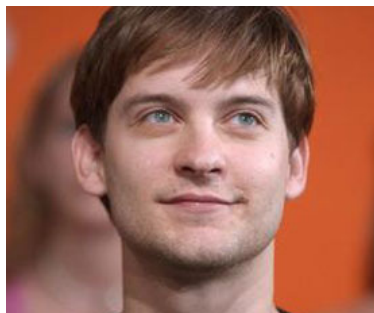
a. Figure 1 – Leonardo DiCaprio



b. Figure 2 – Brad Pitt



c. Figure 3 – Toby Maguire



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d. Figure 4 – Justin Timberlake



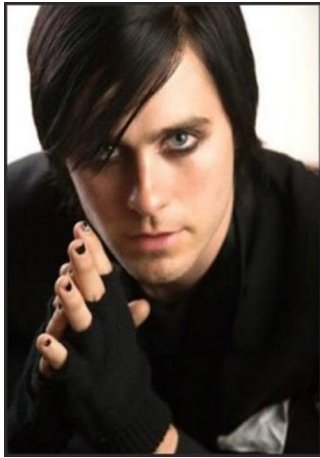
e. Figure 5 - Sean Combs



f. Figure 6 – Jonny Depp aka Captain Jack Sparrow (*Pirates of the Caribbean*)



g. Figure 7 – Jared Leto



h. Figure 8 – Bill Kaulitz, lead singer from Tokio Hotel



3. Male Make-up Product-lines

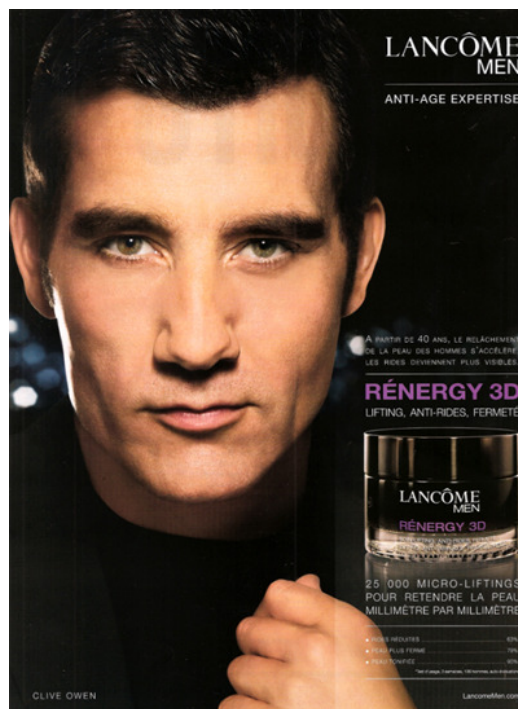
a. Taxi London



b. Jean Paul Gaultier Monsieur



4. Campaign for L'ancome starring Clive Owen



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5. Table 1 - “Western European Selective Skin Care”

<i>MSP - En millions d'€</i>	PDM	Croissance 2007/2008	Croissance 2004/2008
1 Clarins	15,7%	-1,8%	+3,2%
2 Clinique	9,5%	-8,8%	+1,8%
3 Estée Lauder	9,0%	-0,7%	+4,9%
4 Lancôme	8,9%	-8,1%	-10,2%
5 Biotherm	8,6%	+0,4%	+12,3%
6 Shiseido	6,3%	-0,8%	+7,7%
7 Sisley	5,5%	-2,3%	+20,5%
8 Dior	4,1%	-10,1%	+7,0%
9 La Prairie	3,5%	-5,0%	+17,9%
10 Chanel	3,1%	+1,0%	+51,5%
11 Kanebo	2,9%	+1,3%	+23,1%
12 Lancaster	2,6%	-9,6%	-2,9%
Total Division	20,7%	-3,8%	-4,2%
Total Europe des 9	100%	-2,7%	+5,2%